



Contact

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WEBSITE

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Education

2005–2006

Event Management Post-Graduate

Niagara College Canada

2003–2005

Visual Merchandising Arts Diploma

Sheridan College

1996–2001

Dramatic Arts & OSSD Certificate

Cawthra Park Secondary School

Language

English

French

French Immersion Bilingual Certificate — fluent

Core Competencies

- Complex Event Logistics & Execution
- On-Site Event Execution
- Fundraising & Donor Stewardship
- Sponsor & Vendor Management
- Stakeholder & Partner Relations
- Team Leadership & Mentorship
- Brand & Content Strategy
- Marketing & Communications
- Operational Logistics
- Project & Timeline Management
- Cross-Functional Collaboration
- CRM & Database Management
- Budget Tracking & Reporting
- Public Speaking & Presentations

Mel Cochrane

MARKETING · EVENTS · OPERATIONS · COMMUNITY

Dynamic event operations and marketing professional with 20+ years of experience leading live events, promotions, fundraising initiatives, and cross-functional operations across corporate, non-profit, and customer-facing environments. Proven success managing high-volume event logistics, stakeholder relationships, vendor partnerships, and on-site execution while delivering exceptional guest and community experiences. A collaborative leader who thrives in fast-paced, high-energy environments requiring creativity, operational excellence, and service-first execution.

Professional Experience

June 2024 – Present

Jeffery Real Estate Group

Director of Operations | Team Operations, Marketing & Client Experience

- Lead cross-functional operations supporting a 14-person team across marketing, leasing, administration, and client services in a fast-paced, high-volume environment.
- Plan and coordinate client appreciation events, networking initiatives, and team engagement experiences designed to strengthen relationships and elevate brand experience.
- Manage high-volume operational logistics and stakeholder communication across a 200+ unit portfolio while ensuring seamless service delivery and customer experience.
- Coordinate timelines, marketing assets, vendors, photographers, and listing execution within strict turnaround deadlines.
- Oversee brand communications, promotional content, social media, and digital marketing initiatives across multiple platforms.
- Develop operational systems, workflows, and process documentation to improve accountability, efficiency, and execution consistency.

January 2022 – May 2024

Keller Williams Real Estate Associates Brokerage · Mississauga, ON

Agent Services Director

- Served as primary operations and support lead for a 400+ agent organization, overseeing onboarding, engagement, communications, and day-to-day operational support.
- Planned and executed brokerage-wide education and engagement events including seminars, leadership masterminds, Lunch & Learns, and networking initiatives — managing full logistics, scheduling, promotions, vendor coordination, and on-site execution.
- Developed agent retention and recognition initiatives including AGM & Awards events and client appreciation experiences designed to enhance member experience and organizational culture.
- Oversaw preferred vendor partnerships including relationship management, evaluations, communications, and resource coordination (TREB, MREB, BREB, RAHB).
- Produced digital marketing campaigns, video content, social media, and communications materials while maintaining consistent brand standards.

October 2020 – January 2022

Larose Real Estate Team · Port Credit, ON

Marketing Director

- Led brand marketing, content strategy, digital communications, and promotional campaigns across website, email, and social media platforms.
- Managed CRM databases and developed engagement campaigns that increased audience interaction and inbound interest.
- Created and executed integrated content calendars using Adobe Creative Suite, Hootsuite, Squarespace, PLANN, MOJO, and BOMB-BOMB.
- Developed and coordinated all promotional activities — brochures, ads, online marketing, newsletters, editorials, and feature sheets. Tested new advertising channels and allocated ad spend towards most productive initiatives.

Tools & Platforms

Adobe InDesign & Photoshop
Microsoft Office Suite
Hootsuite · PLANN · MOJO
Squarespace · HTML basics
DocuSign · BrokerBay ·
MLS CRM & Email Marketing
Rent Manager · Skylope
BOMB-BOMB · VerticalResponse
Artez · Panorama

Volunteer & Advocacy

Co-Chair — Mental Health PFAC

TrilliumHealthPartners · 2017–2020

PFAC Advisor

MH Clinical Program Committee (2017–2020)
MH Quality Program Committee (2017–2020)
Hospital's Corporate Committee (2018–2019)
Medical Psychiatry Alliance:
MP3C Module (2017) ·
Accreditation Committee (2017)

Credit Valley Hospital

Volunteer Dept. Fundraising · 2005, 2011, 2017

MS Society Mississauga

TriviaNight · 2007–2011

Bereaved Families

LovingMemoryTree · 2003, 2004, 2006

Additional Experience

LCBO Freelance Visual Merchandiser (2008–2010)
MMD Events (2004–2006)
Mosaic Sales Solutions Canada (2005)
The Fairmont Algonquin, NB (2004)
The Body Shop (2000–2002)
City of Mississauga Summer Camps (1999–2002)
McDonald's (1998–2000)

Sectors

- Real Estate & Brokerage Operations
- Non-Profit & Mental Health
- Government / Crown Corporation
- Promotions, PR & Field Marketing
- Fundraising & Charity Events

References

Available upon request.

Professional Experience (continued)

September 2018 – September 2020

CMHA Peel Dufferin Branch

Resource Development Coordinator – Communications

- Led planning, logistics, volunteer coordination, sponsorship recruitment, and on-site execution for large-scale fundraising and community engagement events including Ride Don't Hide, Bell Let's Talk, Mental Health Week, Steelheads Game, Bike Show, Bike 2 Work Day, Mississauga Marathon, and J&J Wellness Expo.
- Managed stakeholder relationships including sponsors, donors, volunteers, vendors, and community partners; stewarded donor relationships for 2018/2019 Third Party Fundraising Events.
- Developed communications campaigns, social media content, newsletters, press releases, annual report, and event marketing materials across CMHA's channels (Facebook, Twitter, LinkedIn, Instagram).
- Also served as Program Assistant on the Crisis Team (contract, March–Nov 2018): liaison between Program Manager and cross-functional teams, managed team schedules/payroll/logistics, and led redesign of the Crisis Team Client Assessment.

2008 – March 2018

LCBO Head Office

Senior Planner → Coordinator, Marketing & Customer Insights

- 10-year tenure progressing from Coordinator to Senior Planner, managing simultaneous marketing and operational projects from concept through in-store implementation in a fast-paced corporate environment.
- Developed project plans, critical paths, budgets, timelines, and operational reporting for Marketing & Customer Insights accounts. Coordinated internal stakeholders and external vendors to ensure seamless campaign execution.
- Managed specialty store initiatives including signage development, photography sourcing, image rights, vendor coordination, and communication between Head Office and store managers.

2002 – 2007

SPC Card

Promotions, Partnerships & PR Coordinator

- Executed national field marketing campaigns, recruited media partners (print, radio, TV), and developed promotional communications and press releases to strengthen brand awareness.
- Researched market trends to implement student-targeted initiatives across schools, retail, online, and entertainment. Developed, implemented, measured, and reported on national coverage.

Additional Fundraising & Event Experience

Canadian Cancer Society — Fundraising Coordinator (2008) · Brampton/Caledon/Georgetown/Dufferin. Managed event logistics, volunteer coordination, sponsorship support, and campaign execution.

MS Society of Canada — Walk Coordinator, Super City Walks (2007–2008) · 4 Ontario regions. Full walk operations: sponsorship, fundraising strategy, and volunteer management.

Canadian Breast Cancer Foundation — CIBC Run for the Cure Coordinator (2007) · Hamilton/Burlington/Oakville & Niagara. Managed logistics, sponsors, media relations, key accounts, and volunteer stewardship.

SPC Card — Promotions, Partnerships & PR Coordinator (2002–2007) · Executed national field marketing campaigns, recruited media partners, and developed promotional communications.

Additional Event Coordinator

On-Site Wedding Coordinator (2010) · Niagara College Seafood Gala, Fallsview Casino — Volunteer Coordinator (2006) · Grimsby Santa Claus Parade — Asst. Coordinator (2005 & 2006) · Toronto Star Golf & Travel Show — Asst. Coordinator (2006) · Niagara College Student, Faculty & Alumni Gala — Event Co-Chair (2006) · Softball Tournament: Swing into Spring — Volunteer Coordination (2006) · Many Hands Project: Women's Resource Centre Renovation — Fundraising Committee (2006) · Niagara College Foundation Trivia Pursuit Party — Asst. Coordinator (2005) · Credit Valley Hospital Volunteer Dept AGM & Gala — Asst. Coordinator (2005)